

# HAPPY SMOKING!

Complete enjoyment  
—from the first to the  
last cigarette of the  
day—unhampered  
by throat irritation.

CALL FOR

# PHILIP MORRIS

AMERICA'S FINEST 15¢ CIGARETTE

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# DISCOVER TRUE SMOKING ENJOYMENT

Unhampered by Throat Irritation

# CALL FOR PHILIP MORRIS

AMERICA'S FINEST 15¢ CIGARETTE



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# PEOPLE LIKE PHILIP MORRIS

In Philip Morris, smokers  
enjoy the world's finest  
tobaccos...unhampered  
by throat irritation.

CALL FOR

# PHILIP MORRIS

AMERICA'S FINEST 15¢ CIGARETTE

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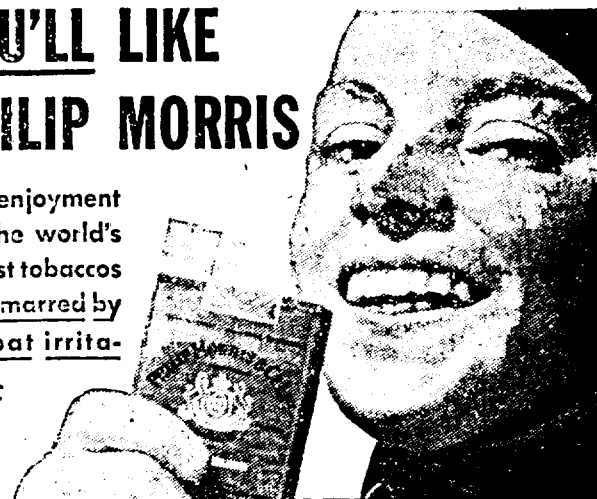


# YOU'LL LIKE PHILIP MORRIS

Full enjoyment  
of the world's  
finest tobaccos  
—unmarred by  
throat irritation.

# CALL FOR PHILIP MORRIS

AMERICA'S FINEST 15¢ CIGARETTE



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